

FenSens[™]

New Car Technology For Any Car

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Story



Problem

- **Availability** 80% of cars on the market today do not have rear obstacle sensors or cameras.
- **Safety** Backover accidents cause 210 deaths and 15,000 injuries each year. Children under 5 account for 31% of fatalities¹.
- **Cost** Average fender bender cost* is \$2,995 to \$9,867 depending on make and model plus increased insurance premiums². This leads to over \$4B in damage each year.

¹Study found that when a high-bumpered SUV collided with a regular-bumpered car at 10 mph, total damages to the 2 vehicles ranged from \$2,995 to \$7,444 (depending on the makes and models). And when a car collided with an SUV, total damages ranged from \$3,601 to \$9,867.

FenSens™



Featuring 1969 Karmann Ghia fitted with FenSens

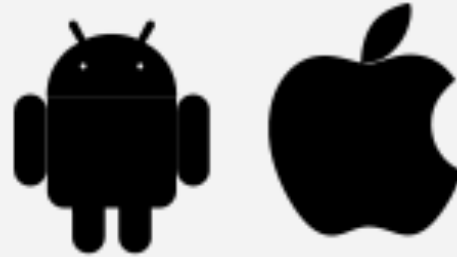


Smart Wireless Parking Device



Easy to Install

5 minutes to install and requires nothing more than the included screwdriver & security screws. No wires!



Simple to Use

Connects to your Android or iOS smartphone and gives you visual, audible and vibration feedback. Works immediately when car backs up, nothing required from the driver.



Affordable

Lower cost than alternative options.

New car technology made affordable and available for all car drivers

Current Options

- **🔧 Dealership Add-ons** May cost an extra \$2,000 to \$3,000 and need to be added at time of purchase. 10-20% of vehicle's value is too expensive for used cars.
- **🔧 Aftermarket** Can cost hundreds to thousands between purchasing the device and paying for installation. This applies to many of the automotive accessories currently available.
- **🔧 Online** Can be unreliable and may require running wires through your car to the center console.



This slide represents management opinion. It does not represent the scope of competition in the marketplace, nor does it represent guarantees of future results, levels of activity, performance, or achievements.

Current Options

	Easy to Install	Smartphone Capable	Portable	Affordable
Fensens	✓	✓	✓	✓
Dealerships				
Aftermarket				
Online				✓

We believe the current options are too expensive, lack features, and are too difficult to install and use regularly.

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Problem

1.9M+

rear end crashes in 2014³

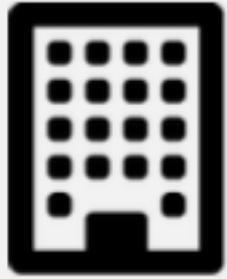
32%

**of all crashes are rear end
crashes³**

**Rear view cameras and sensors can save up to 57% of
backup related accidents.**



Target Customer



Urban Dwellers

- Live in the city
- Technologically adept
- No time for custom installation
- Time & Money is precious
- Can't install aftermarket themselves
- Soccer moms/dads



New Drivers

- Parallel parking aid
- Helps in reversing
- Safe driving at critical learning stage
- Peace of mind for parents



Commercial

- Construction workers - Transportation incidents is the leading cause of workplace deaths, responsible for 1,984 or 41% of all job fatalities in 2014.
- Large vehicles with drivers that can't see behind

Business Plans

Phase I

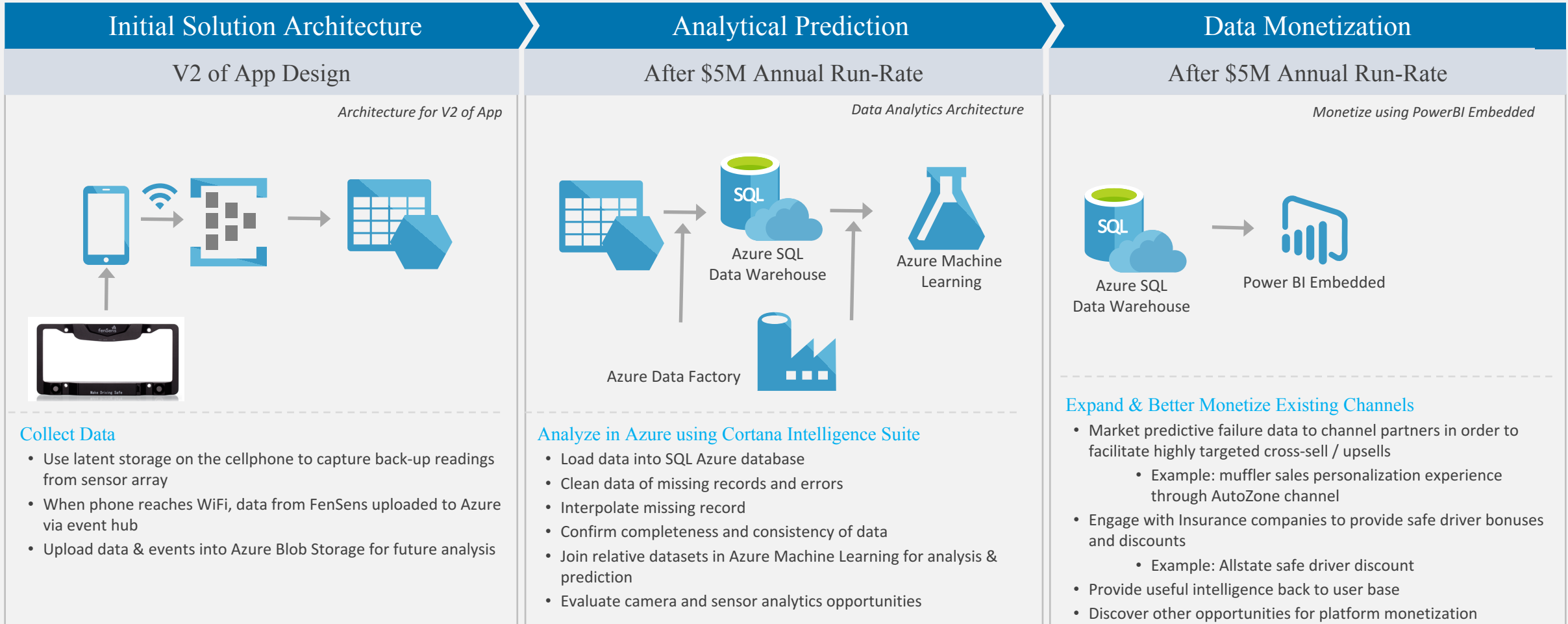
- Online
- Retail (Secondary Market)
- Insurance (Secondary Market)
- Commercial (Tertiary Market)
- Launch series of connected car products integrated through apps.

Phase II

- Amazon Dash For The Car (Platform)
 - Order mechanics, call-for-help, or other SaaS
 - Integrate with carfit, Vinli, Hum
 - Platform for interconnecting and managing automotive IoT devices
- Data SaaS (Car health, mileage, insurance data)
- Autonomous vehicle conversion kits

Retails at \$150 leveraging unique IP. Eventually we plan to move into a SaaS model to provide data and services through more connected car accessories.

Going Forward: Big Data SaaS Strategy



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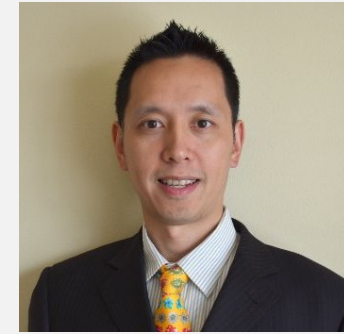
Team



Andy Karuza
CEO



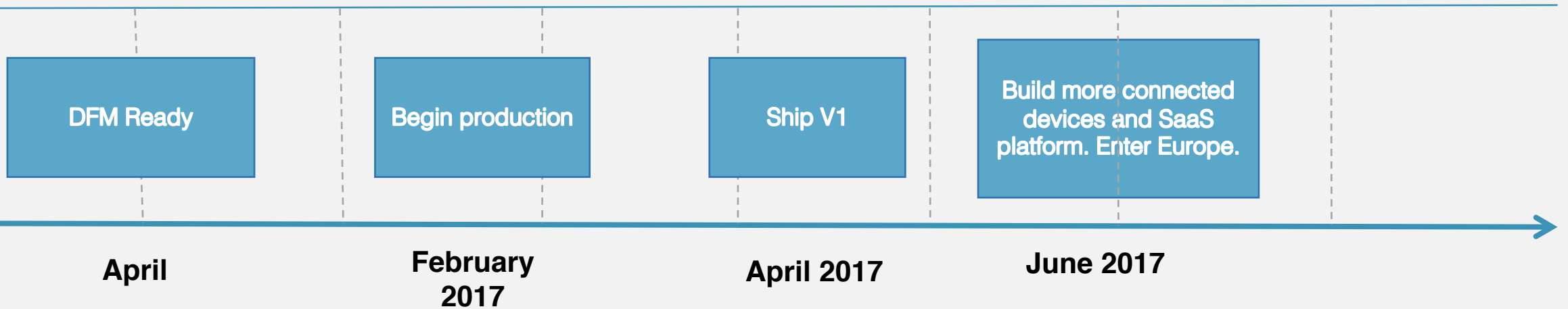
Anton Gubarenko
CTO



Henry Wong
COO

40+ years of experience with multiple product launches in consumer technology and software

Roadmap -> Success Story



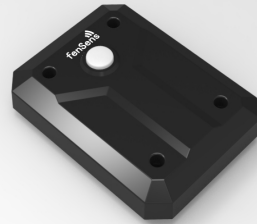
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3 New Products In Pipeline



Camera Version

\$132M a year business



Smart Location Anti-Theft Device
(Lo-jack competitor at 1/7th the price)



Tap - Button Platform

Future Plan: Move into autonomous vehicle conversion kits and SaaS strategy around product network data and services.

These pictures of new products represent future, rather than current offerings, and are meant for illustrative purposes. They do not represent guarantees of future results, levels of activity, performance, or achievements.

Traction

FenSens™

- LOIs from RearviewSafety.com
- Interest from retailers globally including Best Buy, As Seen On TV, and many more*.
- \$187K+ raised from Indiegogo Campaign
- 4 provisional patents
- First place in startup weekend and alumni from Wearable IOT World Accelerator in San Francisco
- \$75,000 grant from Arrow Electronics

*FenSens does not currently have signed agreements in place with these retailers. This slide represents management opinions and does not represent guarantees of future results, levels of activity, performance, or achievements.



As seen on



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FenSens[®] Extras

Product Images / Screenshots



Sources

- 1.) "NHTSA Announces Final Rule Requiring Rear Visibility Technology ." *NHTSA Announces Final Rule Requiring Rear Visibility Technology*. N.p., 31 Mar. 2014. Web. 25 Mar. 2016. [Link](#)
- 2.) "Misaligned Bumpers Mean More Costly Damage." *Misaligned Bumpers Mean More Costly Damage*. N.p., 2 Dec. 2010. Web. 25 Mar. 2016. [Link](#)
- 3.) "Auto Crashes." *III*. N.p., Mar. 2016. Web. 25 Mar. 2016. [Link](#)